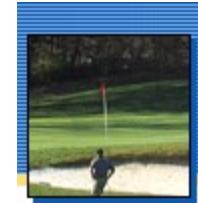
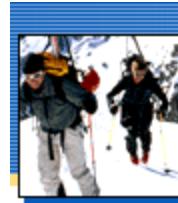


# U.S. Army 2005 MWR Leisure Needs Survey



Fort Hood  
Texas

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Fort Hood

## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

Fort Hood

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

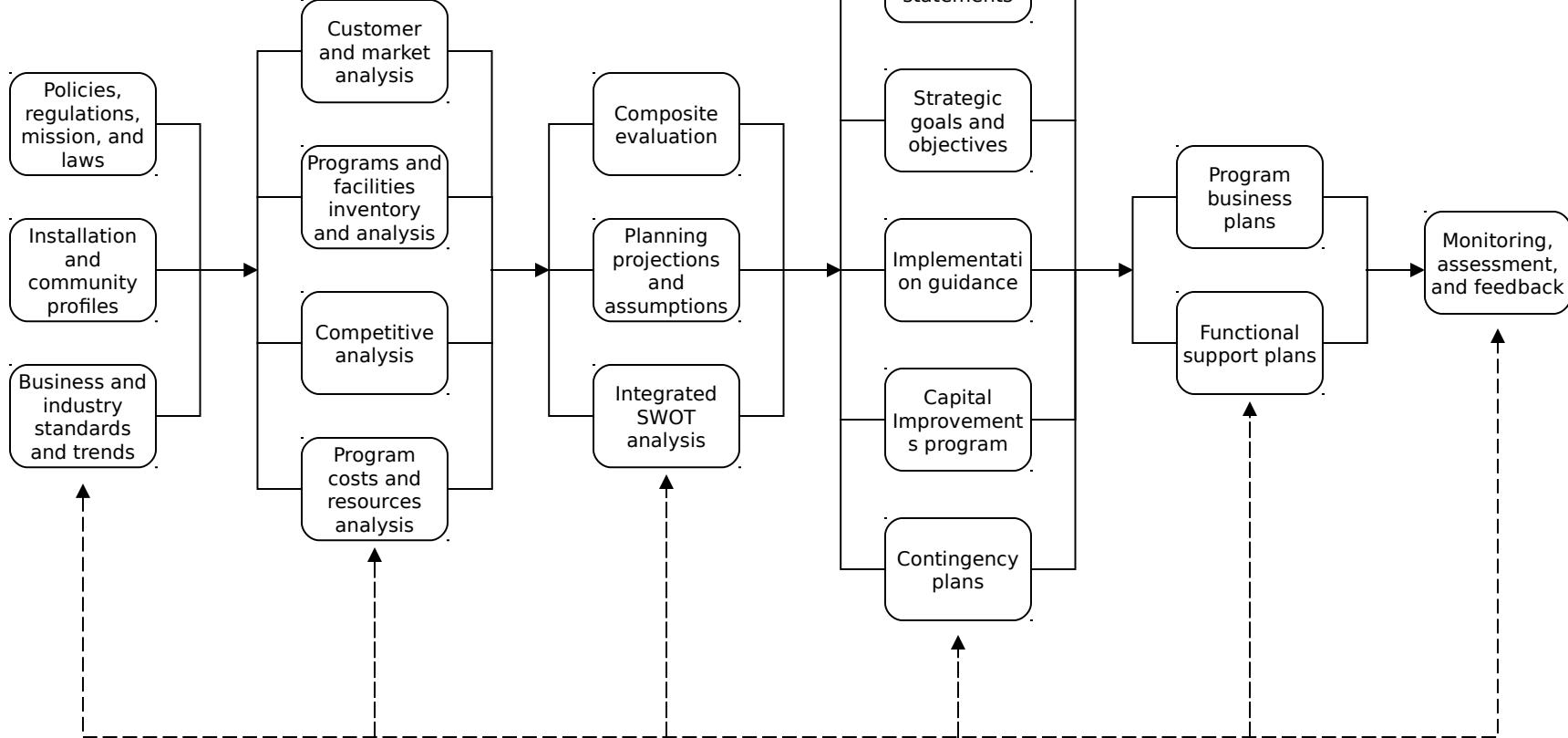
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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# METHODOLOGY

Fort Hood

## PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,351 surveys were distributed at Fort Hood

## SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues



# METHODOLOGY

Fort Hood

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

Fort Hood

## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Hood:					
Active Duty	40,505	748	438	58.56%	±4.66%
Spouses of Active Duty	16,354	1,541	199	12.91%	±6.90%
Civilian Employees	6,476	866	264	30.48%	±5.91%
Retirees	10,813	1,196	273	22.83%	±5.86%
<b>Total</b>	<b>74,148</b>	<b>4,351</b>	<b>1,174</b>	<b>26.98%</b>	<b>±2.84%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

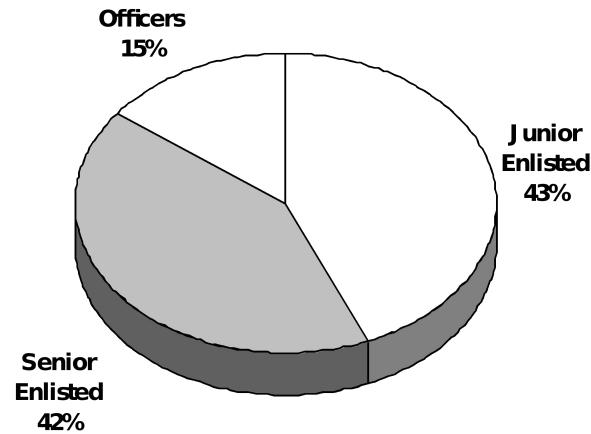
# PATRON SAMPLE\*

Fort Hood

## RESPONDENT POPULATION SEGMENTS

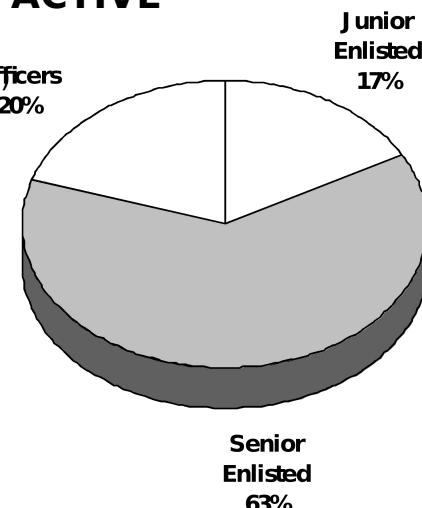
### ACTIVE DUTY

(n = 414)



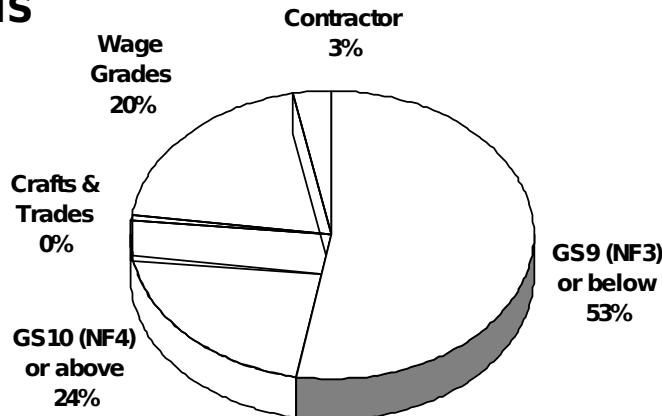
### SPOUSES OF ACTIVE DUTY

(n = 108)



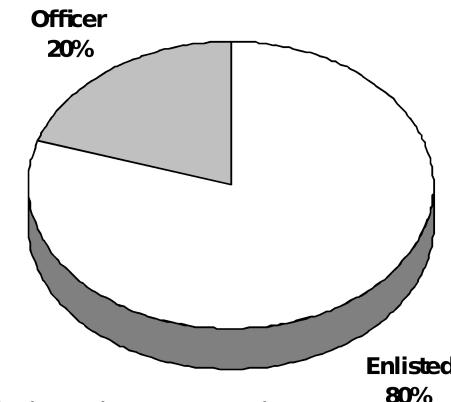
### CIVILIANS

(n = 251)



### RETIREES

(n = 199)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Hood

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT FORT HOOD

Fort Hood

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	50%
Bowling Center	34%
Library	30%
Bowling Food & Beverage	29%
ITR - Commercial Travel Agency	29%

## LEAST FREQUENTLY USED FACILITIES

BOSS	5%
School Age Services	5%
Youth Center	7%
Child Development Center	8%
Marinas	8%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT HOOD\*

Fort Hood

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Bowling Center	4.49
Golf Course	4.45
Golf Course Pro Shop	4.37
ITR - Commercial Travel Agency	4.34
Library	4.34

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Child Development Center	3.93
School Age Services	3.96
Army Lodging	4.03
Cabins & Campgrounds	4.03
Marinas	4.03

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT HOOD\*

Fort Hood

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Golf Course	4.35
Golf Course Pro Shop	4.33
Bowling Center	4.29
Library	4.23
Golf Course Food & Beverage	4.22

## FACILITIES WITH LOWEST QUALITY RATINGS\*

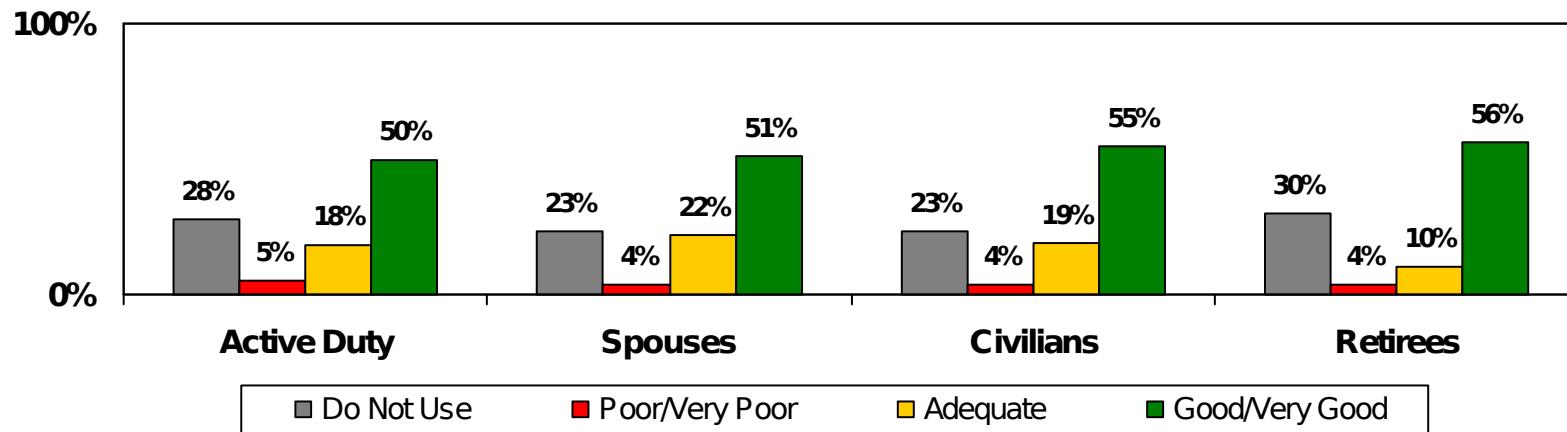
Marinas	3.72
Child Development Center	3.76
Cabins & Campgrounds	3.78
BOSS	3.80
Swimming Pool	3.87

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

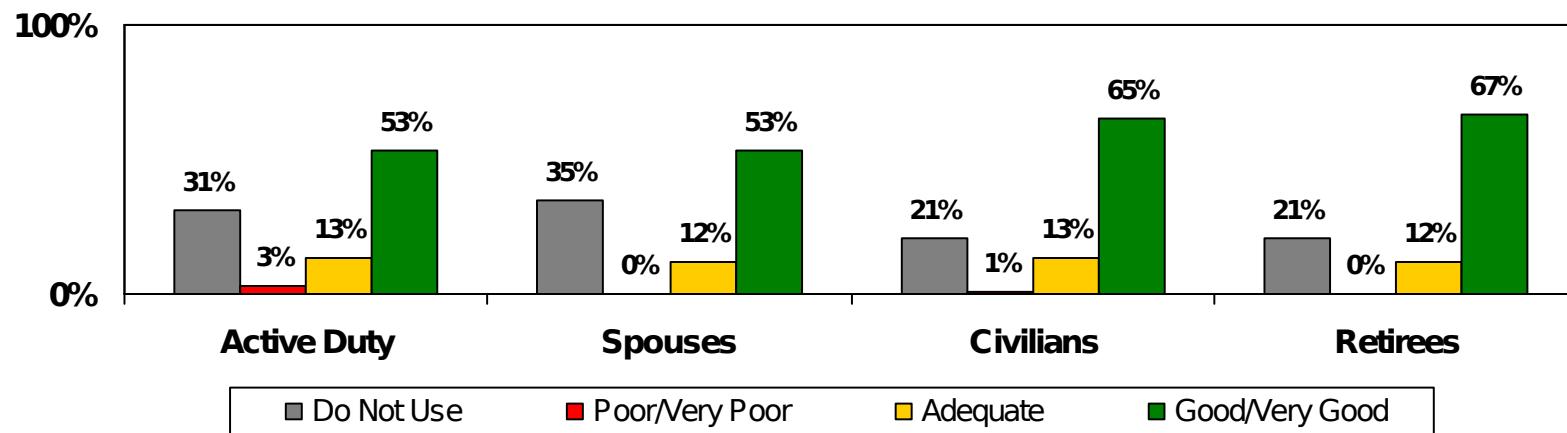
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Hood

## Quality of On-Post Services



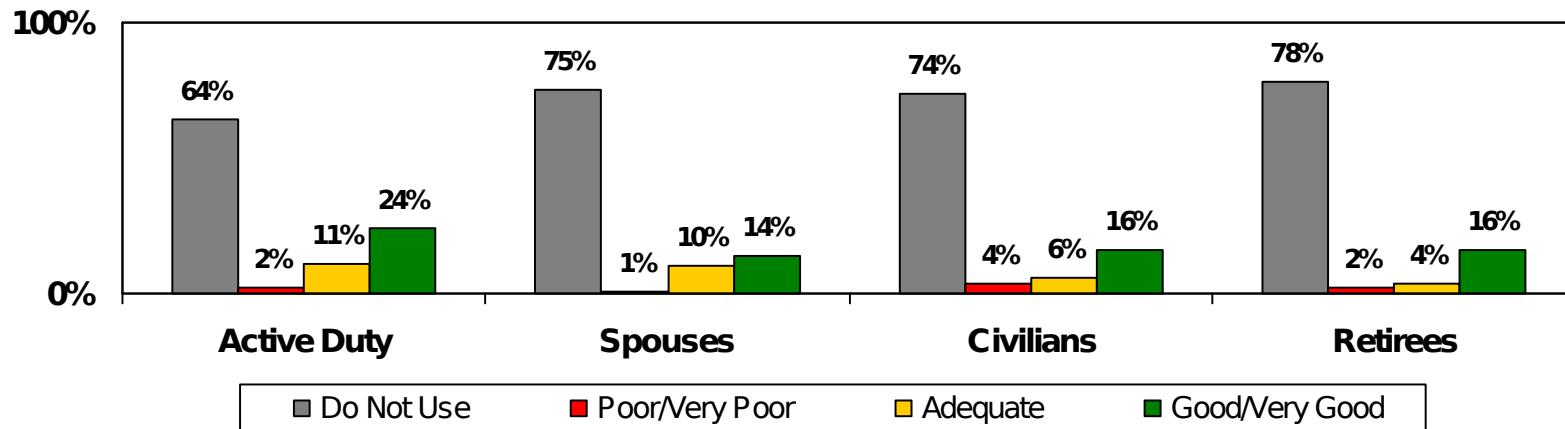
## Quality of Off-Post Services



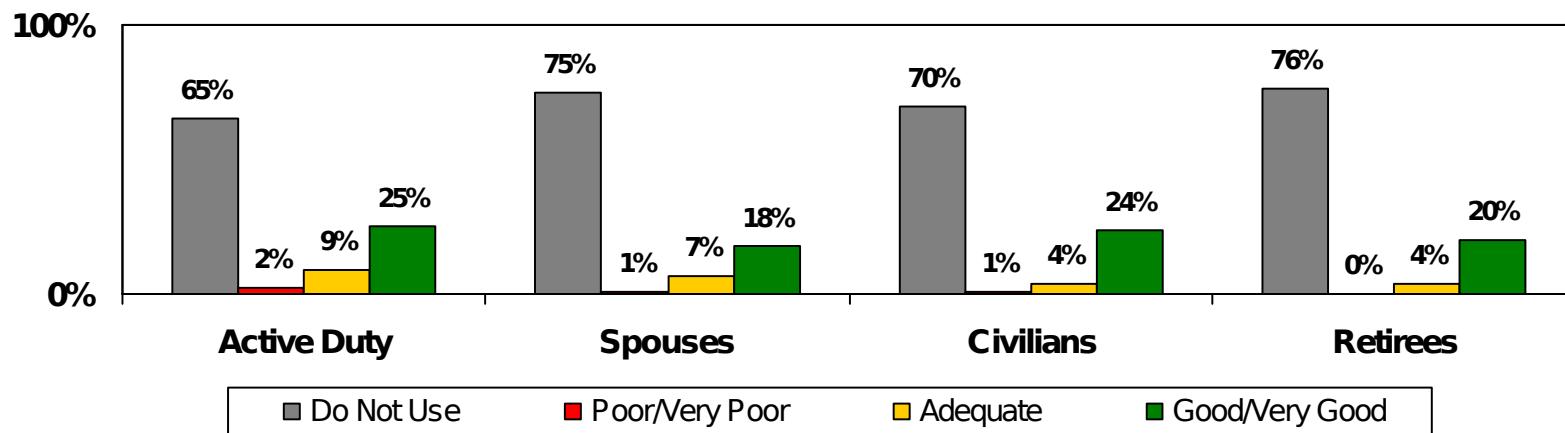
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Hood

## Quality of On-Post Services



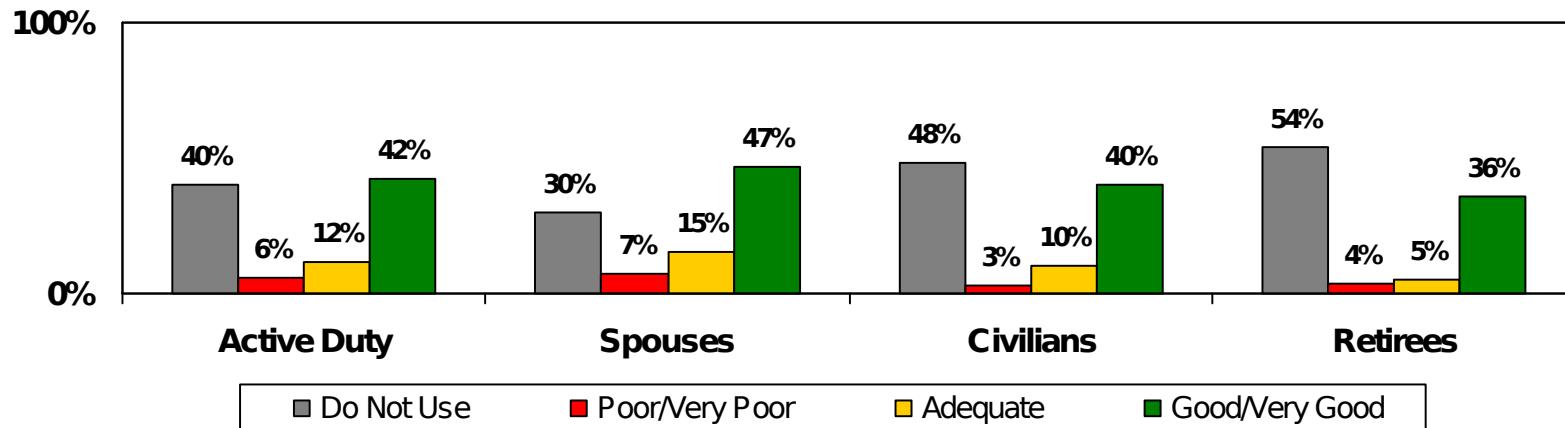
## Quality of Off-Post Services



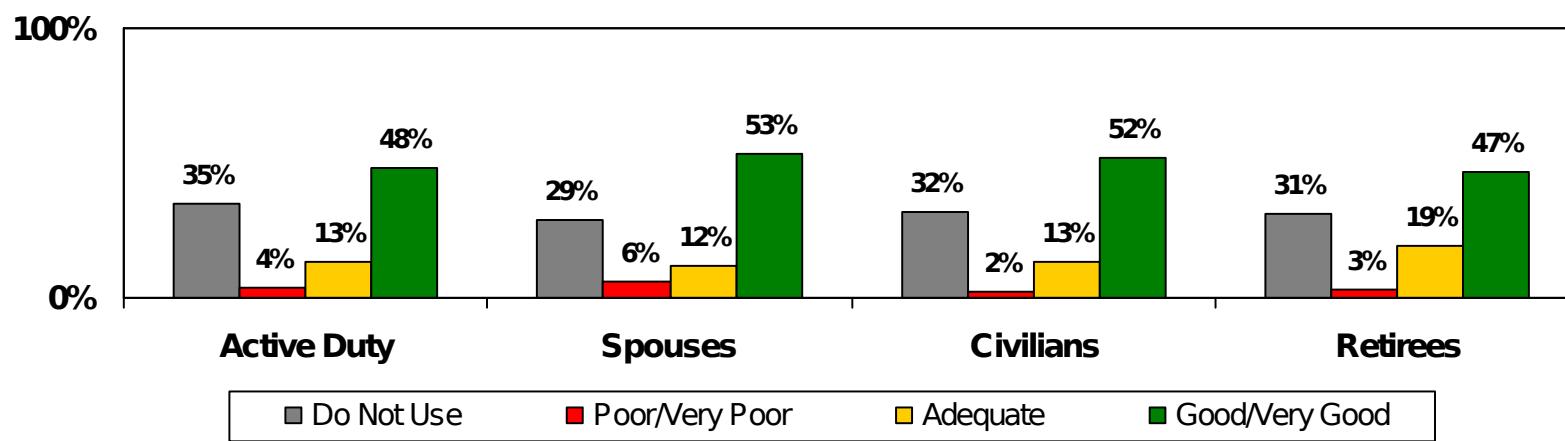
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Hood

## Quality of On-Post Services

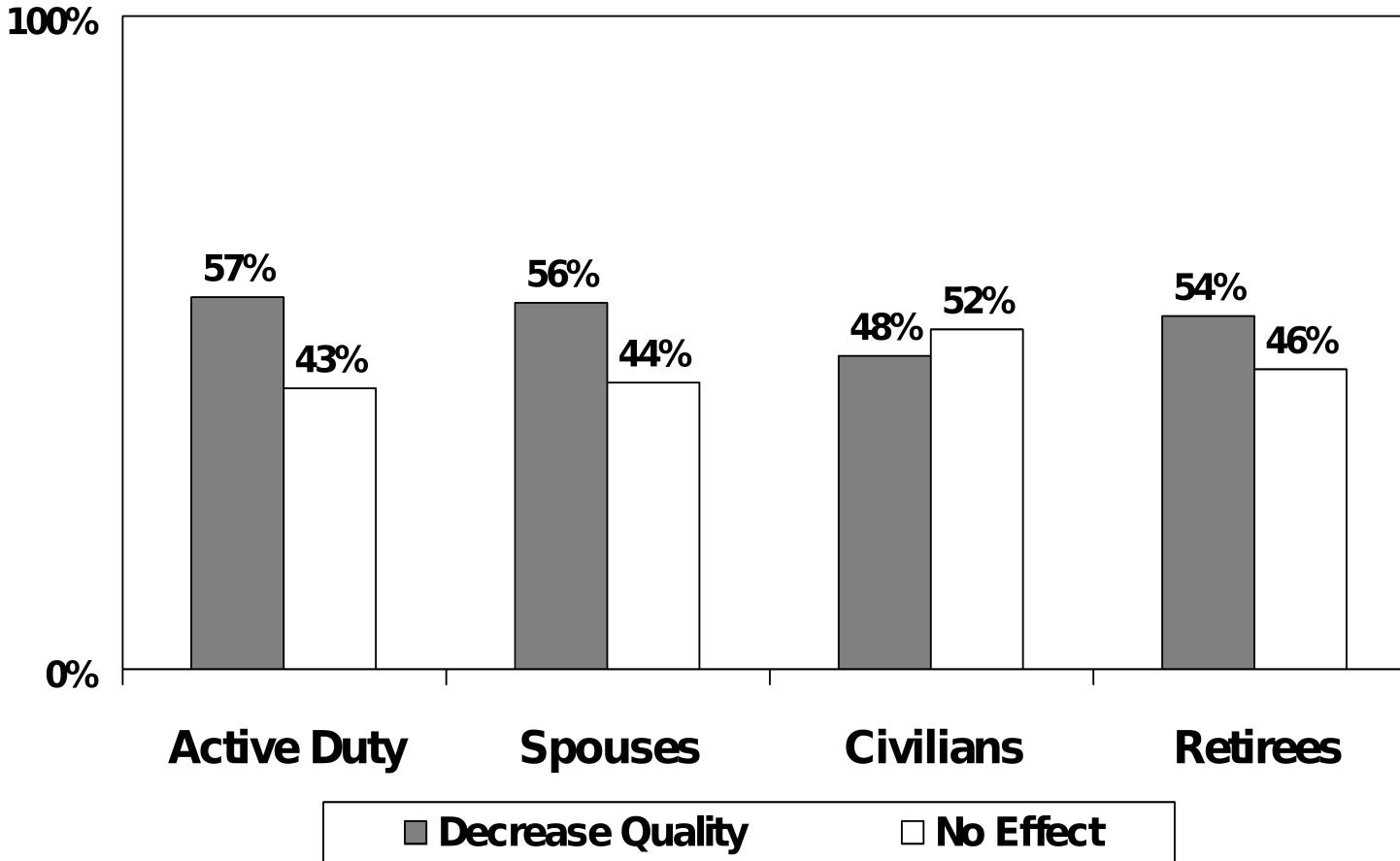


## Quality of Off-Post Services



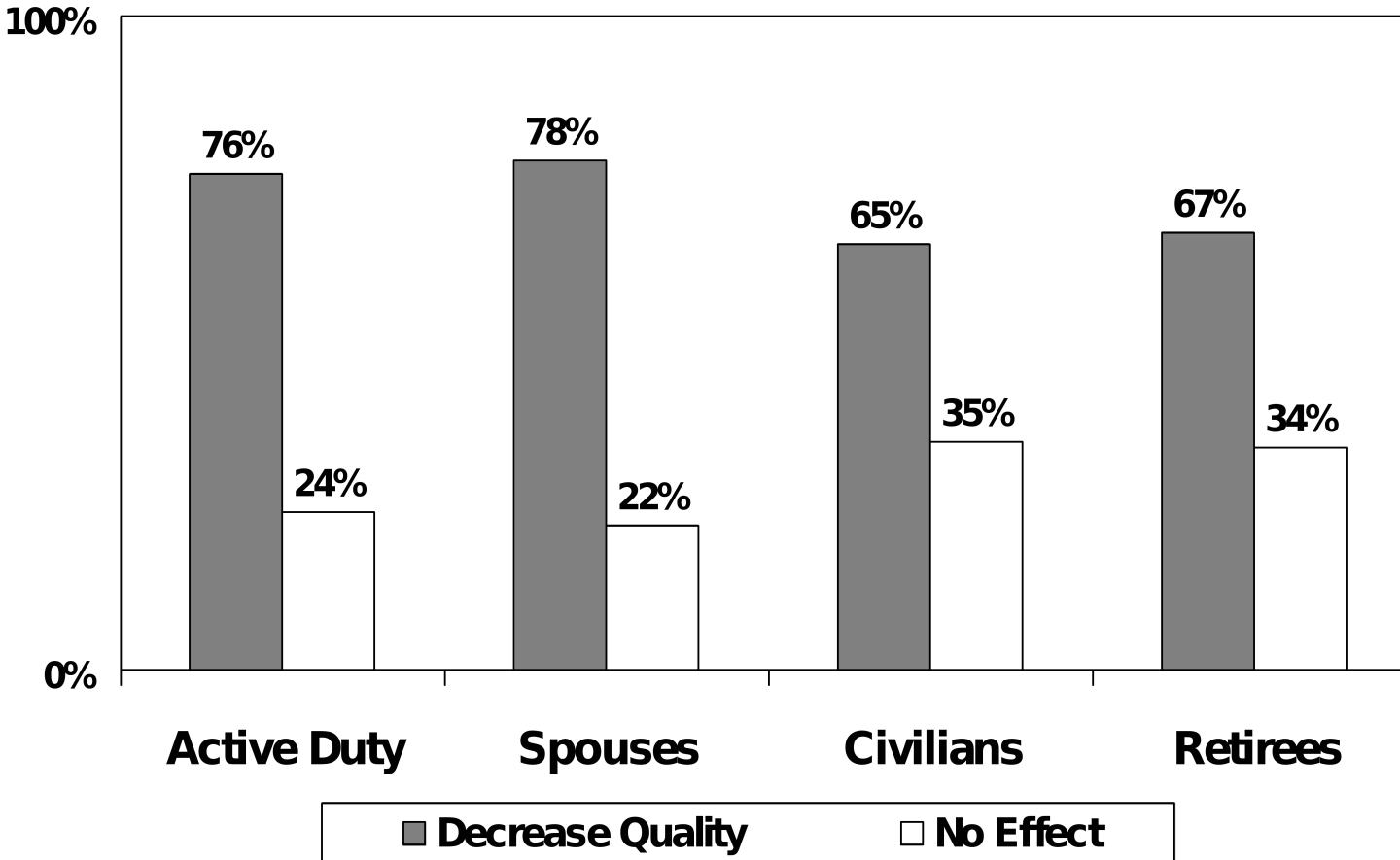
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Hood



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Hood



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Hood

## Top 7 Activities/Programs

Fitness Center/Gymnasium	68%
Army Lodging	64%
Library	58%
Child Development Center	55%
Youth Center	47%
Swimming Pool	41%
ITR Office	40%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	63%
Golf Course Pro Shop	54%
Clubs	48%
Arts & Crafts Center	46%
Golf Course Food & Beverage	46%
Bowling Pro Shop	46%
Car Wash	44%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort Hood

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	19%	24%	19%	15%	20%
E-mail	<b>32%</b>	30%	<b>57%</b>	19%	<b>32%</b>
Friends and neighbors	<b>34%</b>	<b>42%</b>	35%	<b>34%</b>	<b>36%</b>
Family Readiness Groups (FRGs)	15%	<b>35%</b>	5%	2%	17%
Bulletin boards on post	<b>34%</b>	21%	22%	21%	28%
Post newspaper	<b>32%</b>	<b>45%</b>	<b>50%</b>	<b>59%</b>	<b>40%</b>
MWR publications	26%	28%	37%	33%	28%
Radio	10%	10%	17%	18%	12%
Television	7%	10%	18%	20%	11%
My child(ren) let(s) me know	2%	6%	3%	1%	3%
Other unit members or co-workers	<b>32%</b>	18%	27%	13%	26%
Unit or post commander or supervisor	20%	8%	8%	4%	14%
Marquees/billboards	11%	12%	14%	14%	12%
Flyers	<b>32%</b>	29%	<b>39%</b>	<b>34%</b>	<b>32%</b>
Other	6%	9%	8%	11%	7%
I never hear anything	12%	9%	5%	11%	11%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort Hood

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	79%	83%
Better Opportunities for Single Soldiers	54%	N/A
Army Community Service	57%	55%
MWR Programs and Services	75%	82%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Hood

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	55%	82%	18%
Outreach programs	52%	71%	29%
Family Readiness Groups	75%	80%	20%
Relocation Readiness Program	62%	81%	19%
Family Advocacy Program	64%	77%	23%
Crisis intervention	56%	73%	27%
Money management classes, budgeting assistance	66%	79%	21%
Financial counseling, including tax assistance	68%	81%	19%
Consumer information	50%	78%	22%
Employment Readiness Program	53%	74%	26%
Foster child care	34%	78%	22%
Exceptional Family Member Program	61%	74%	26%
Army Family Team Building	54%	80%	20%
Army Family Action Plan	46%	67%	33%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Hood

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	50%	89%	11%
Outreach programs	46%	79%	21%
Family Readiness Groups	89%	78%	22%
Relocation Readiness Program	74%	91%	9%
Family Advocacy Program	76%	76%	24%
Crisis intervention	54%	72%	28%
Money management classes, budgeting assistance	71%	86%	14%
Financial counseling, including tax assistance	75%	88%	12%
Consumer information	41%	80%	20%
Employment Readiness Program	69%	82%	18%
Foster child care	21%	56%	44%
Exceptional Family Member Program	73%	85%	15%
Army Family Team Building	52%	85%	15%
Army Family Action Plan	37%	70%	30%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Hood

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	57%	53%
Personal job performance/readiness	56%	51%
Unit cohesion and teamwork	57%	45%
Unit readiness	59%	56%
Relationship with my spouse	56%	50%
Relationship with my children	55%	55%
My family's adjustment to Army life	52%	60%
Family preparedness for deployments	57%	62%
Ability to manage my finances	47%	48%
Feeling that I am part of the military community	49%	55%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Hood

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	83%	77%
Helps minimize lost duty/work time due to lack of child care/youth services	87%	76%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	64%	59%
Allows me to work outside my home	63%	72%
Allows me to work at home	65%	61%
Offers me an employment opportunity within the CYS program	62%	68%
Allows me/my spouse to better concentrate on my/our job(s)	74%	67%
Provides positive growth and development opportunities for my children	81%	82%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Hood

## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	52%
Personal job performance/readiness	51%
Unit cohesion and teamwork	54%
Unit readiness	51%
Ability to manage my finances	46%
Feeling that I am part of the military community	53%
Relationship with my children (single parents)	48%
My family's adjustment to Army life (single parents)	46%
Family preparedness for deployments (single parents)	46%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Hood

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	54%
Entertaining guests at home	51%
Internet access/applications (home)	46%
Going to movie theaters	44%
Going to beaches/lakes	37%
Automotive detailing/washing	30%
Special family events	30%
Night clubs/lounges	30%
Running/jogging	27%
Walking	26%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	66%
Watching TV, videotapes, and DVDs	62%
Internet access/applications (home)	59%
Going to movie theaters	56%
Special family events	49%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	67%
Entertaining guests at home	52%
Internet access/applications (home)	44%
Going to movie theaters	43%
Going to beaches/lakes	40%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	47%
Entertaining guests at home	44%
Internet access/applications (home)	41%
Going to movie theaters	40%
Night clubs/lounges	36%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	64%
Entertaining guests at home	51%
Internet access/applications (home)	48%
Gardening	41%
Going to beaches/lakes	37%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Hood

## Team Sports

Basketball	11%
Softball	10%
Touch/flag football	9%
Volleyball	7%
Soccer	7%

## Sports and Fitness

Running/jogging	27%
Walking	26%
Bowling	26%
Cardiovascular equipment	24%
Weight/strength training	22%

## Outdoor Recreation

Going to beaches/lakes	37%
Fishing	22%
Picnicking	19%
Camping/hiking/backpacking	16%
Bicycle riding/mountain biking	13%

## Entertainment

Going to movie theaters	44%
Festivals/events	19%
Live entertainment	19%
Billiards/game room/video arcades	18%
Miniature golf	15%

## Social

Entertaining guests at home	51%
Special family events	30%
Night clubs/lounges	30%
Dancing	26%
Happy hour/social hour	23%

## Special Interests

Internet access/applications (home)	46%
Automotive detailing/washing	30%
Automotive maintenance & repair	26%
Gardening	24%
Computer games	23%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCE ON POST\*

Fort Hood

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	25%	N/A	25%
Reading	22%	N/A	22%
Running/jogging	20%	7%	27%
Bowling	20%	6%	26%
Reference/research services	19%	N/A	19%
Cardiovascular equipment	18%	6%	24%
Study/self-development	18%	N/A	18%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

Fort Hood

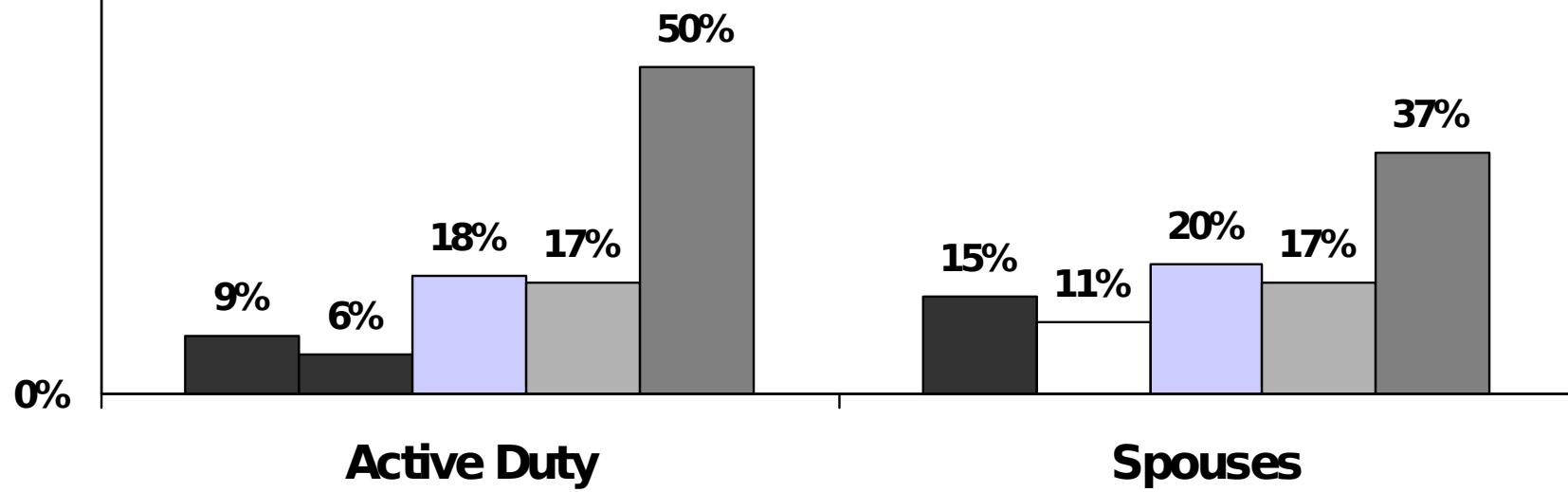
ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	2%	38%	46%
Automotive detailing/washing	7%	10%	13%	30%
Automotive maintenance & repair	5%	10%	10%	26%
Gardening	2%	2%	21%	24%
Computer games	2%	2%	20%	23%
Digital photography	1%	5%	13%	20%
Trips/touring	1%	9%	0%	10%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Hood

100%

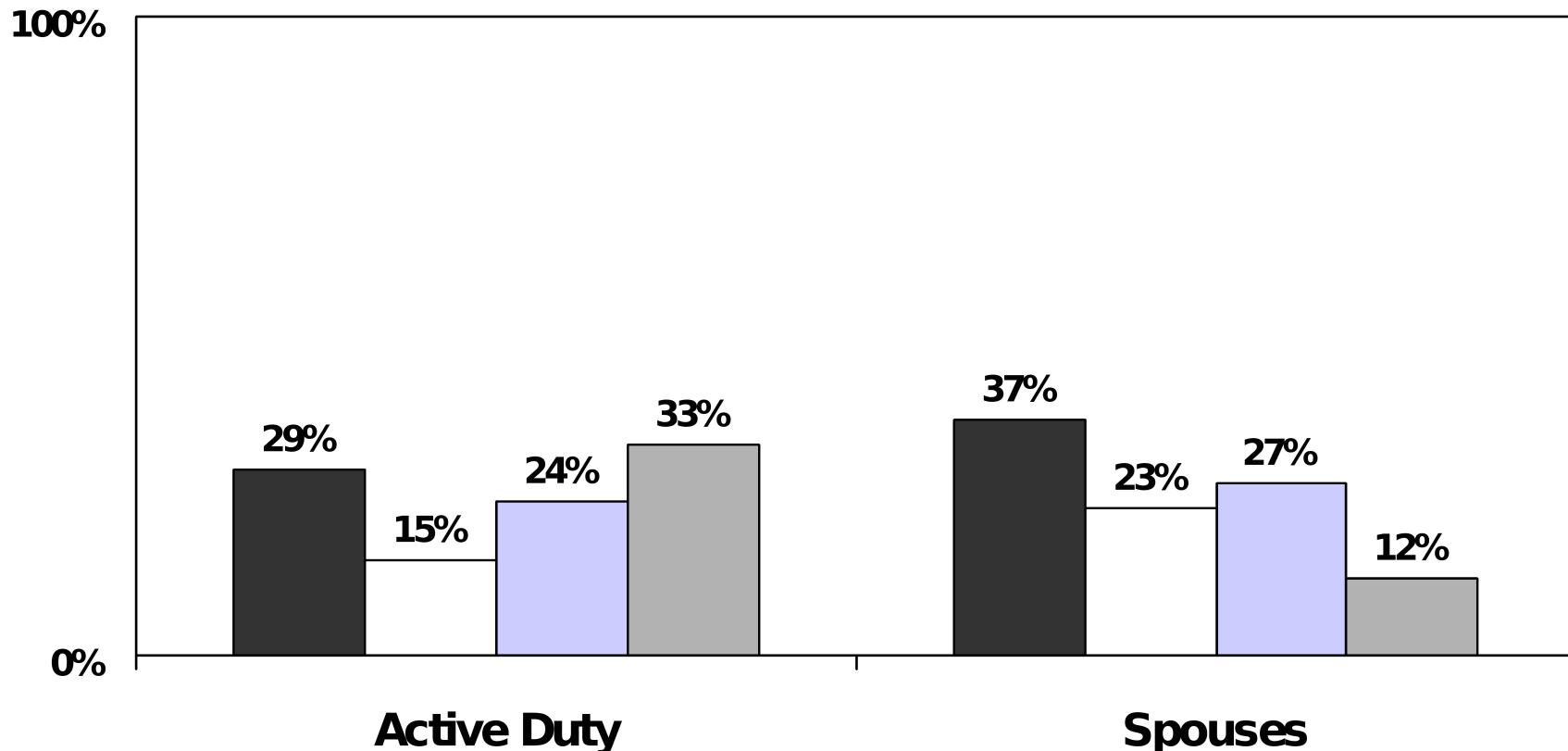


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

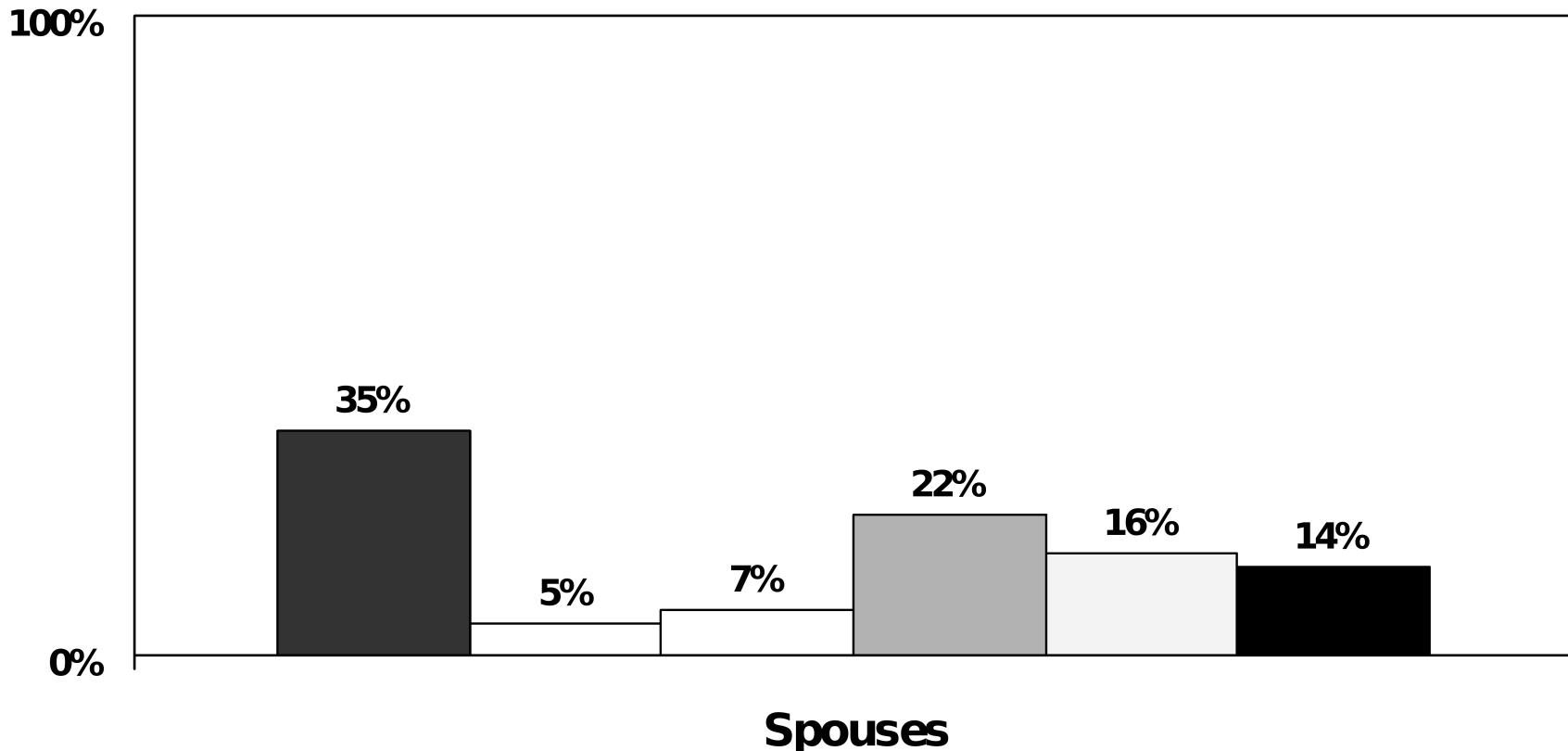
Fort Hood



■ Did Not Use □ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Hood



■ Did Not Use □ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Hood

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	17%
Probably will not make military a career	11%
Undecided	25%
Probably will make military a career	14%
Definitely will make military a career	33%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	13%
Not Sure	22%
Yes	65%

# NEXT STEPS

Fort Hood

## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)